

An empirical investigation into the effect of self-monitoring on sustainable luxury consumption

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Abstract

Extant research highlights the critical role of sustainability in shaping favorable attitudes toward the projected brands. However, to date, the majority of published studies have mainly focused on fast-moving consumer goods leaving other product categories intact. Faced with this challenge, the present paper makes a novel attempt to develop a comprehensive model for capturing and fostering sustainable luxury consumption. Viewing sustainable luxury through a psychological lens, we empirically test and find that a) self-monitoring exerts a positive impact on sustainable luxury product preferences and that b) this effect is driven by mindful consumption. Taken together, the findings shed light into how self-monitoring may vicariously shape sustainable luxury preferences contributing to the growing sustainable luxury research and providing guidance for luxury markets.

Keywords: Self-Monitoring, Mindful Consumption, Sustainable Luxury Preference

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